

WHAT IS CLAIMED IS:

1. A method for driving a liquid crystal display (LCD) device, comprising steps of:

providing a polarity inverting signal and a digital video data, said polarity inverting signal having a frequency higher than a scan frequency of scan lines but lower than a display frequency of sub-pixels; and

converting said digital video data into an analog video data, said analog video data having a polarity inverting frequency substantially equal to said frequency of said polarity inverting signal.

2. The method according to claim 1 wherein said frequency of said polarity inverting signal is substantially equal to a switching frequency of pixels, wherein each pixel consists of three adjacent sub-pixels.
3. The method according to claim 2 wherein said three adjacent sub-pixels consisted in each pixel are red, green and blue sub-pixels.
4. The method according to claim 1 wherein said analog video data optionally includes a first or a second data, and said first and said second data have the same absolute value of potential differences, but have contrary polarities.
5. The method according to claim 1 wherein said analog video data are outputted to two ends of a display electrode of said LCD panel.
6. A device for driving a liquid crystal display (LCD) device, comprising:
  - a liquid crystal display panel;
  - a time sequence controller providing a polarity inverting signal and outputting a digital video data, said polarity inverting signal having a

frequency higher than a scan frequency of scan lines but lower than a display frequency of sub-pixels; and

a source driver electrically connected to said time sequence controller and said liquid crystal display (LCD) panel for converting said digital video data into an analog video data according to said polarity inverting signal and said digital video data, said analog video data having a polarity inverting frequency substantially equal to said frequency of said polarity inverting signal.

7. The device according to claim 6 wherein said frequency of said polarity inverting signal is substantially equal to a switching frequency of pixels, wherein each pixel consists of three adjacent sub-pixels.
8. The device according to claim 7 wherein said three adjacent sub-pixels consisted in each pixel are red, green and blue sub-pixels.
9. The device according to claim 6 wherein said analog video data optionally includes a first or a second data, and said first and said second data have the same absolute value of potential differences, but have contrary polarities.
10. The device according to claim 6 wherein said analog video data are outputted to two ends of a display electrode of said LCD panel.